

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-06 ISO-00 EB-07 SIG-01 USIA-06 L-03

CIAE-00 OTPE-00 FCC-01 INR-07 NSAE-00 BIB-01 /033 R

DRAFTED BY COM/OBRA/BDC/TCORLESS

APPROVED BY EB/OCA/CM/JJREILLY

COM/BIC/OIM/ANDEAN/HALINDOW, ACMM

COM/BIC/OIM/JTDOYLE, AAD

ARA/ECP/WDURSON (INFO)

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P 250147Z SEP 76

FM SECSTATE WASHDC

TO AMEMBASSY LIMA PRIORITY

INFO AMEMBASSY BOGOTA PRIORITY

AMEMBASSY BUENOS AIRES PRIORITY

AMEMBASSY CARACAS PRIORITY

AMEMBASSY LA PAZ PRIORITY

AMEMBASSY QUITO PRIORITY

AMEMBASSY SANTIAGO PRIORITY

AMEMBASSY BRASILIA PRIORITY

AMCONSUL RIO DE JANEIRO PRIORITY

AMCONSUL SAO PAULO PRIORITY

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E.O. 11652: GDS

TAGS: BEXP, BTEL, PE

SUBJECT: COLOR TV SYSTEM FOR PERU

REF: LIMITED OFFICIAL USE LIMA 8388, USIA CIRCULAR 26938;

B. LIMA 7792 (NOTAL)

1. US ELECTRONIC INDUSTRY ASSN., EIA, AND DIBA HAVE BEEN
DISCUSSING THE POSSIBILITY OF A U.S. COLOR TV DEMONSTRATION
IN LIMA TO COUNTER GERMAN PAL-M EFFORTS. EIA IS NEGATIVE TO
WARDS FOREIGN DEMONSTRATIONS AS PAL-M RECEIVERS BEING MADE
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PROFITABLY IN BRAZIL BY U.S. COMPANIES. COMPANIES FEEL THEY

CAN ESTABLISH PRODUCTION IN PERU AND OTHER SOUTH AMERICAN COUNTRIES SHOULD PAL-M BE ADOPTED. IN ADDITION, PAL-M TRANSMITTERS AND STUDIO EQUIPMENT ARE BEING MARKETED IN BRAZIL AND ARE MARKETABLE THROUGHOUT SOUTH AMERICA. FURTHER EIA POINTS OUT THAT 1965-7;1970 DEMONSTRATIONS IN BRAZIL, ARGENTINA AND VENEZUELA FAILED BECAUSE OF POLITICAL AND ECONOMIC CONSIDERATIONS. FURTHER THE 1972 EIA/DIBA CARACAS DEMONSTRATION ALTHOUGH A TECHNICAL SUCCESS THE U.S. EFFORT CAME TO NAUGHT AT THAT TIME BECAUSE THE POLITICIANS OF THE PARTY THAT WON THE 1973 ELECTION DECIDED TO DEFER THE SELECTION OF ANY AVAILABLE COLOR T.V. SYSTEM ON ECONOMIC GROUNDS.

2. F.Y.I., THIS 1972 U.S. DEMONSTRATION INVOLVED SOME 23 INSTALLATIONS IN THE MOUNTAINOUS AREA OF CARACAS, A LARGE RECEPTION AT THE TAMANACO HOTEL AND THE DISTRIBUTION AND THE COST OF ABOUT 35 COLOR T.V.S TO INFLUENTIAL VENEZUELAN OFFICIALS AND ENTITIES. COSTS, TO THE U.S. WERE ESTIMATED AT 120,000 DOLLARS.

3. EIA HAS MADE A TENTATIVE OFFER TO HOST A U.S. VISIT BY POLITICAL DECISION MAKERS, IF IN YOUR OPINION, SUCH A VISIT WOULD BE INFLUENTIAL TOWARD U.S. INTERESTS. F.Y.I., THIS OFFER COULD BE EXTENDED TO BUENOS AIRES, BOGOTA, CARACAS, LA PAZ, QUITO AND SANTIAGO IF JUSTIFIED BY THE VARIOUS POSTS, AS A MEANS WHEREBY THE SELECTION OF THE U.S. SYSTEM COULD BE ACHIEVABLE. HOWEVER, THE USUAL ATTENDANCE OF ENGINEERS IS DISCOURAGED BY EIA. EIA STRESSES THAT ATTENDEES MUST BE AT THE POLITICAL POLICY LEVEL WHO WILL HAVE A MAJOR INFLUENCE UPON THE COLOR T.V. DECISION.

4. T.Z. CORLESS, OF DIBA, ROOM 1001, WHO ARRANGED AND CO-ORDINATED THE 1972 CARACAS DEMONSTRATION WILL BE PRESENTING THE LIMA REQUEST TO THE EIA CONSUMER ELECTRONIC GROUP BOARD OF GOVERNORS ON SEPTEMBER 28, 1976. PLEASE ADVISE HIM SOONEST, OF YOUR REACTION TO THE ABOVE AS WELL AS ANY OTHER CONSIDERATIONS YOU MAY HAVE. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION SYSTEMS
Control Number: n/a
Copy: SINGLE
Draft Date: 25 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: CunninFX
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE238142
Document Source: CORE
Document Unique ID: 00
Drafter: OBRA/BDC/TCORLESS
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D760362-0801
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760920/aaaaaqwu.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 76 LIMA 7792
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 13 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 JUL 2004 by ellisobob>; APPROVED <22 OCT 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COLOR TV SYSTEM FOR PERU
TAGS: BEXP, ETEL, PE
To: LIMA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006